



Public Relations Specialist

About the Education Achievement Authority: The Education Achievement Authority is a new statewide school system that will assume operation of the lowest five (5) percent of performing schools in the state of Michigan that are not achieving satisfactory results on a redesign plan or that are under an Emergency Manager. It is designed to provide a new, stable, financially responsible set of public schools that create the conditions, supports, tools and resources under which teachers can help students make significant academic gains. It will first apply to underperforming schools in Detroit in the 2012–2013 school year and then be expanded to include low performing schools throughout Michigan.

JOB TITLE: Public Relations Specialist

REPORTS TO: TBA

SUMMARY of POSITION:

The Public Relations Specialist will play a key role within the marketing and communications division, developing brand awareness for the EAA. This is a highly entrepreneurial, newly created position with room for expansion. Under limited supervision, the successful candidate will be responsible for the public relations initiatives within the EAA. He/she may be called upon to create, manage, and implement PR campaigns with the goal of enriching the district's position within the public eye. He/she will also act as a liaison between the EAA and the public. The successful candidate must be able to demonstrate the ability to establish and maintain good-natured, cooperative relationships with the news media, consumers, the government, local communities and other public-interest groups.

The successful candidate will have a proven record of providing leadership to develop/coordinate print, electronic and online/social media relations programs and outreach efforts at the national and international level, as well as state and local; play a lead role in crisis communication and issues management

PRIMARY DUTIES AND RESPONSIBILITIES:

The person filling this position will work towards providing leadership, direction and supervision to the human relations, community relations, communications, and volunteer functions of the school system which will also include the following:

- Advises Chancellor, senior staff, and administrators when delivering messages to the media for the purpose of promoting a positive image of the District during times of crisis
- Compiles data from a wide variety of sources (e.g. staff, public agencies, media, etc.) for the purpose of analyzing issues, ensuring compliance with established policies and procedures, and/or monitoring program components

- Coordinates a variety of activities (e.g. recognition programs, special events, media relations, community relations, phone notification system, communications dept., etc.) for the purpose of delivering services in compliance with established guidelines
- Coordinates media interviews for the purpose of keeping the media informed of the correct information concerning District activities
- Develops and implements strategic PR programs to achieve significant increases in brand awareness
- Identifies key media outlets
- Develops and launches Internet or intranet web pages
- Develops compelling story angles
- Cultivates relationships with key business journalists in national and trade publications
- Pitches stories to both national and local media. Achieve highest visibility for in print, broadcast, TV and online media outlets
- Writes clear and compelling pitch letters, press releases and by-lined articles
- Identifies media trends, news cycles and spin opportunities
- Proactively manages editorial calendars.
- Analyzes and measures results of PR programs
- Assists with the training of administrators, staff, school board, teachers for the purpose of teaching them community relations and how to interact with the media
- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit

EDUCATION AND EXPERIENCE:

Minimum qualifications include:

- Bachelor's degree in job related area; Master's degree in media relations or closely related area preferred
- 2-4 years relevant experience in public relations and communications
- Established relationships with general business, consumer and entertainment trade press/analyst/blogger communities
- Proven successes in both traditional and interactive PR channels
- Acute sense of judgment, tact and diplomacy
- A strong-sense of teamwork and ability to both manage AND execute programs
- Knowledge of international publications and opportunities is a plus
- Excellent written and oral communication skills
- Solid writing skills (writing samples required upon receipt of resume)

Experience, skills and other pluses:

- Proficiency with basic computer and PR applications including Cision, Sysomos, Meltwater, CatchPole, Google
- Docs and News Alerts, MS Office Apps (Outlook, Word, Excel, PowerPoint, etc.)
- Additional technology prowess given priority (WordPress, videoblogging)

FILING DEADLINE: Posted until filled
SALARY: Commensurate with experience
LENGTH OF WORK YEAR: Twelve (12) Months
EFFECTIVE DATE: Immediately

METHOD OF APPLICATION: All interested candidates should submit a letter of application and current resume to:

Dr. H. MiUndrae Prince
Associate Chancellor, Human Capital, Equity and Accountability
Education Achievement Authority of Michigan
300 River Place, Suite 3600
Detroit, Michigan 48207

By E-mail to mprince@eaaofmichigan.org